Creative Problem Solving: Innovative Techniques for Success

4 – 8 January 2027
Casablanca (Morocco)

UK Traininig
PARTNER



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Why This Course

In today's rapidly changing business environment, organizations face increasingly complex challenges that demand more than routine solutions. The ability to think creatively, analyze problems critically, and implement practical solutions has become a core professional competency across all industries.

The Creative Problem Solving & Innovative Decision-Making Program is an intensive 1-week training designed to help professionals strengthen their analytical thinking, unlock creativity, and confidently navigate ambiguity. Participants learn structured approaches to diagnosing problems, generating innovative ideas, evaluating alternatives, and driving effective implementation.

Through practical tools, applied exercises, and collaborative learning, the program transforms problem-solving from a reactive task into a strategic capability.

What You'll Learn and Practice

By the end of this program, participants will be able to:

- Apply advanced creative thinking techniques to complex challenges.
- Analyze and clearly define multifaceted problems.
- Generate innovative, practical, and actionable solutions.
- Make sound decisions in uncertain and ambiguous situations.
- Strengthen collaboration and communication within problem-solving teams.

The Program Flow

Day 1 - Foundations of Creative Problem Solving

- Core principles of creative and critical thinking.
- Understanding structured problem-solving processes.
- Identifying and overcoming mental blocks and cognitive biases.
- Cultivating a growth mindset to support innovation.



Day 2 - Problem Analysis and Definition

- Techniques for comprehensive problem analysis.
- Root cause identification tools and methods.
- Framing and reframing problem statements for clarity.
- Stakeholder analysis and its role in defining challenges.

Day 3 - Idea Generation and Creative Techniques

- Structured brainstorming and ideation approaches.
- Lateral thinking and analogical reasoning strategies.
- Applying the SCAMPER technique for idea development.
- Mind mapping and visual thinking tools to stimulate creativity.

Day 4 - Solution Evaluation and Decision Making

- Establishing criteria for effective solution assessment.
- Decision-making models and analytical frameworks.
- Risk analysis and mitigation planning.
- Ethical considerations in complex decision-making.

Day 5—Implementation and Continuous Improvement

- Developing actionable implementation plans.
- Managing resistance to change and building buy-in.
- Monitoring solution effectiveness and performance outcomes.
- Applying continuous improvement cycles for sustainable results.

Individual Impact

Participants will leave the program with:

- Greater confidence in tackling complex organizational challenges.
- A toolkit of creative thinking methods applicable across industries.
- Stronger analytical and decision-making capabilities.
- Enhanced collaboration skills for high-performing teams.

Organizational Impact

Organizations benefit through:

- More innovative and practical solutions to strategic challenges.
- Improved decision quality across leadership and operational levels.
- Stronger cross-functional collaboration and team effectiveness.
- A culture that encourages creativity, accountability, and continuous improvement.



Training Methodology

This program follows an interactive and applied approach that includes:

- Real-world case studies and scenario-based exercises.
- Hands-on practice with creative thinking tools and frameworks.
- Group problem-solving simulations.
- Facilitated discussions and peer collaboration.
- Expert-led insights linking theory to practical application.

Beyond the Course

After completing the program, participants will be ready to:

- Lead structured problem-solving initiatives within their teams.
- Approach challenges with clarity, creativity, and confidence.
- Make informed decisions in complex and uncertain environments.
- Contribute to building an innovation-driven organizational culture.

